

Rep Order# 6848650 Ver# 1 Status New  
EC'd Yes

Traffic Order# 6848650

Printed: 08/30/2012 10:13 AM  
Last Received: 08/30/2012 9:52 AM  
Showing Buylines: All Lines

1 of 3

Station KTNV-TV LAS VEGAS, NV  
Advertiser ( ) .HORSFORD FOR CONGRE  
Product STEVEN HORSFORD  
Estimate# 1708  
Buyer Jesse Demastrie  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 115/122/1708  
Flight Dates 09/06/2012 - 09/10/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=\*

--- REMARKS ---

THIS IS A NEW CONTRACT

TOTAL 6,500

PLS CONFIRM ASAP

THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TH-F	5A-6A	ACTION NWS@5AM<	:30	\$100.00	09/06-09/07	1	1	1	\$100.00	
	2	TH-F	6A-7A	ACTION NWS@6AM<	:30	\$250.00	09/06-09/07	1	1	1	\$250.00	
	3	TH-F	7A-9A	GD MRN AMR-ABC<	:30	\$250.00	09/06-09/07	1	1	1	\$250.00	
	4	SA	7A-8A	GD MRN-SAT-ABC	:30	\$125.00	09/08-09/08	1	1	1	\$125.00	
	5	SU	8A-830A	ACTN NWS SU@8A	:30	\$125.00	09/09-09/09	1	1	1	\$125.00	
	6	SU	10A-11A	THIS WEEK	:30	\$225.00	09/09-09/09	1	1	1	\$225.00	
	7	TH-F	9A-10A	MORNING BLEND<	:30	\$150.00	09/06-09/07	1	1	1	\$150.00	
	8	TH-F	10A-11A	VIEW-ABC	:30	\$400.00	09/06-09/07	1	1	1	\$400.00	
	9	TH-F	11A-12P	ACTN NEWS@11AM<	:30	\$150.00	09/06-09/07	1	1	1	\$150.00	
	10	TH-F	4P-430P	ACTION NWS@4PM<	:30	\$150.00	09/06-09/07	1	1	1	\$150.00	
	11	TH-F	5P-530P	ACTION NWS@5PM<	:30	\$200.00	09/06-09/07	1	1	1	\$200.00	

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Salesperson FAX# 215-567-5938

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	12	TH-F	6P-7P	WORLD NEWS TONIGHT	:30	\$200.00	09/06-09/07	1	1	1	\$200.00	
	13	SU	6P-630P	SUNDAY NEWS 6PM	:30	\$125.00	09/09-09/09	1	1	1	\$125.00	
	14	TH-F	7P-730P	ACCESS HOLLYWD<	:30	\$300.00	09/06-09/07	1	1	1	\$300.00	
	15	TH-F	730P-8P	MILLIONAIRE<	:30	\$350.00	09/06-09/07	1	1	1	\$350.00	
	16	TH-F	11P-1135P	NEWS	:30	\$350.00	09/06-09/07	1	1	1	\$350.00	
	17	TH-F	1135P-1205A	NIGHTLINE	:30	\$175.00	09/06-09/07	1	1	1	\$175.00	
	18	M	5A-6A	ACTION NWS@5AM<	:30	\$100.00	09/10-09/10	1	1	1	\$100.00	
	19	M	6A-7A	ACTION NWS@6AM<	:30	\$250.00	09/10-09/10	1	1	1	\$250.00	
	20	M	7A-9A	GD MRN AMR-ABC<	:30	\$250.00	09/10-09/10	1	1	1	\$250.00	
	21	M	10A-11A	VIEW-ABC	:30	\$400.00	09/10-09/10	1	1	1	\$400.00	
	22	M	11A-12P	ACTN NEWS@11AM<	:30	\$150.00	09/10-09/10	1	1	1	\$150.00	
	23	M	4P-430P	ACTION NWS@4PM<	:30	\$150.00	09/10-09/10	1	1	1	\$150.00	
	24	M	5P-530P	ACTION NWS@5PM<	:30	\$200.00	09/10-09/10	1	1	1	\$200.00	
	25	M	6P-7P	WORLD NEWS TONIGHT	:30	\$200.00	09/10-09/10	1	1	1	\$200.00	
	26	M	7P-730P	ACCESS HOLLYWD<	:30	\$300.00	09/10-09/10	1	1	1	\$300.00	
	27	M	730P-8P	MILLIONAIRE<	:30	\$350.00	09/10-09/10	1	1	1	\$350.00	

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	28	M	11P-1135P	NEWS	:30	\$350.00	09/10-09/10	1	1	1	\$350.00	
	29	M	1135P-1205A	NIGHTLINE	:30	\$175.00	09/10-09/10	1	1	1	\$175.00	

#### ---REPORT TOTALS---

Report Totals: 29 / \$6,500.00

#### ---SALES MONTHLY TOTALS---

Sep 12: 29 / \$6,500.00

Sales Totals: 29 / \$6,500.00

Station Totals: 29 / \$6,500.00

Lines not sent/rcld/rtrn: 0 / \$0.00

#### ---COMPETITIVE---

Market Totals	\$36,111	KBLR	0%	KLAS	23%	KSNV	19%	KTNV	18%	KTUD	1%
		KVCW	3%	KVMY	8%	KVVU	28%				

#### ---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11  
Demos RA35+

#### ---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

#### --- CREDIT RISK ---

CASH IN ADVANCE